

# THE VOCABULARY PROFILE OF STUDENTS' TEXTBOOK USED IN THE MANAGEMENT AND GLOBAL BUSINESS STRATEGY COURSE

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## ABSTRACT

This study was conducted to identify vocabulary profile of students' textbook in the Management and Global Business Strategy Course at Management Program, the Faculty of Economics and Business of Satya Wacana Christian University, Salatiga. Sample of the study was a book entitled International Business: Environment and Operations Fifteenth Edition published by Pearson Education Limited 2015. Forty-one pages of 877 pages of the textbook were taken for the sample. The analysis of the data used a descriptive analysis and an electronic tool named vocabulary profiler that can be accessed on [www.lex tutor.ca](http://www.lex tutor.ca). The study revealed some results. First, the overall words coverage of students' textbook sample were 73.15% for K-1, 5.88% for K-2, 12.53% for AWL, and 8.44% for *Off-List* word. Second, some missing words could be seen in Negative Words of Vocabulary Profile, which showed the comparison between words in *New General Service List* (NGSL) and input text. These missing words may be useful for the students to comprehend the textbook. Third, token recycling index of students' textbook showed comparison between two chapters, which was Chapter I and V also Chapter I and VI. In Chapter I and V showed 62.53% shared words, and 22.04% unshared words. However, in Chapter I and VI showed 65.29% shared words and 28.31% unshared words. It means that different chapter has different percentages of unique and shared words. By comparing these words category, lecturers can help students to comprehend the textbook easily.

**Keywords:** *Vocabulary Profiles, Learning Vocabulary, Teaching Vocabulary*